

Press Release:

Ismaning, Oktober 04th, 2017

PERFORMANCE DAYS ® functional fabrics fair
produced by Design & Development GmbH Textile Consult
Mayerbacherstr. 32 | 85737 Ismaning | Germany
phone: +49 89 9394 6060
www.performancedays.com | info@performancedays.com



PERFORMANCE DAYS pioneering smart technologies for the perfect body climate

New fibres and fabrics for intelligent comfort - visit PERFORMANCE DAYS in November to see it!

Fibres, fabrics, and smart technologies to keep the athlete's body warm - an important topic for the sports sector, which is continuously finding innovative developments. The FOCUS TOPIC at the next edition of the PERFORMANCE DAYS trade fair: "Thermal technologies - from fibre to smart textiles."

No other topic is of more concern to active athletes than the desire for temperature comfort. Adequate insulation for cold and warmth without overheating are elementary needs, especially, in the dead of winter. Creating the appropriate clothing for this environment demands a lot of expert knowledge. What fibre has what potential for what thermal capacity, how can fabric construction be adapted to the thermal requirements, what are the insulation options, how are these differentiated, and what weight can the garment actually have? These are all valid questions for the design of thermal sports clothing. Because for the athlete, "too cold" is just as bad as "too warm" and "too heavy".

The PERFORMANCE FORUM: the perfect tool, plus important background info

PERFORMANCE DAYS is well-known as the trade fair with the FOCUS TOPIC that prepares and provides the functional background and paves the way for the latest trends. It is the special exhibit area called the PERFORMANCE FORUM where this all begins. The products are on display on the "Tables" and accessories like buttons, zippers, etc. are placed on the so called "Wall". Visitors can also find and touch products related to the FOCUS TOPIC along with a wealth of research material - briefly and concisely summarized - in photos and texts at the PERFORMANCE GATE. The expert lectures on the second day of the show plus several workshops also address the complexities of special subjects. This is how PERFORMANCE DAYS always manages to create what other trade fairs do not have: One theme presented so completely and in depth that product managers and designers have the perfect roadmap for creating harmonious collections.

In Focus: Thermal Technologies - from fibre to smart textiles

On November 8-9th, 2017 there are not only the latest fibres and fabrics for Winter 2019/20, but also explained their ability to passively retain or to actively generate heat. Professionals know that warmth is not (only) a question of material thickness or weight. Trade visitors will find different materials, from first layer clothing to thermal insulations for the third layer along with the important CLO and RCT values while learning about the latest developments in the field of smart textiles. They do not have to wait for the future; fabrics that actively generate warmth are here today. If

Press Release:

Ismaning, Oktober 04th, 2017

PERFORMANCE DAYS ® functional fabrics fair
produced by Design & Development GmbH Textile Consult
Mayerbacherstr. 32 | 85737 Ismaning | Germany
phone: +49 89 9394 6060
www.performancedays.com | info@performancedays.com



connected with a control device such as a smart phone, the conductive fibres can supply heat or even measure body temperature (as well as other physiologic parameters).

Once again, our "hot" Focus Topic confirms: when it comes down to forging functional clothing, the **PERFORMANCE DAYS** trade fair is your "hot iron in the fire". The trade fair schedule is planned to ring in the next material procurement phase and "Thermal Technologies" is sure to provide new perspectives for product improvements.

Guided tours, workshops, and presentations round out the information program

Visitors and exhibitors alike appreciate the great commitment evident at this trade fair. The exhibit halls are fully occupied and were already sold out shortly before the end of the Performance Days last April. The online visitor registration is in full swing. What is new is that **presentations** about new products and trends are now located on the second floor of hall 7. Also, on the 2d floor, is where you can attend the **workshops** as well as the **guided tours**, where experts present the major aspects and topics of the trade fair to an interested public. The comfortable atmosphere of the coffee bar, sponsored this November by a newcomer to Performance Days and denim specialist ISKO, is the perfect venue for your focused conversations.

All the latest trends for Winter 2019/20, the **FOCUS TOPIC** plus novelties and the coveted awards will be presented on November 8-9th, 2017 at PERFORMANCE DAYS in the MTC Munich. For all those who just cannot wait that long, some initial information will be provided shortly for you online at: <https://www.performancedays.com>. To avoid the waiting time at the registration desk at the Trade Fair, we recommend you use the online visitor registration service to secure your online ticket.

Press Release:

Ismaning, Oktober 04th, 2017

PERFORMANCE DAYS ® functional fabrics fair
produced by Design & Development GmbH Textile Consult
Mayerbacherstr. 32 | 85737 Ismaning | Germany
phone: +49 89 9394 6060
www.performancedays.com | info@performancedays.com



About PERFORMANCE DAYS

PERFORMANCE DAYS – The “functional fabric fair” launched in 2008, is the first and only event created especially for functional fabrics for sports and work clothing. The aim of the semi-annual trade fair is to give leading and innovative textile manufacturers, suppliers and service providers the opportunity to present their functional fabrics, membranes plus treatments, laminates, paddings, finishes, and accessories such as yarns, tapes, prints, buttons and zippers.

The industry experts who come to this fair - the sports fashion designers, product managers, and decision-makers (see online: [Visitor List](#)) represent almost every European active clothing and functional wear manufacturer - can find a complete selection of high quality materials available at just the right time in April/May and November. The dates are intentionally scheduled early thanks to our expertise in functional fabrics and are optimal for summer and winter sport collections. (All trade fair catalogs from past events are available online at [Catalogs](#) as well as a listing of current exhibitors at [Exhibitor List](#)).

The relaxed and focused workshop-like atmosphere at PERFORMANCE DAYS differentiates it from the other fairs which are often unmanageable and more stressful. That is one of the reasons why the Munich trade fair at the heart of the European sportswear industry has become one of the top addresses for new fabrics, innovations, and is the preferred meeting place to conduct business.

In the unique [PERFORMANCE FORUM](#) of PERFORMANCE DAYS, the visitor receives an inspiring and well-grounded overview of the new materials, trends, and innovations of the exhibitors. The PERFORMANCE AWARD and the ECO PERFORMANCE AWARD are also presented here.

Qualified guest speakers present special topics and their collaborative ventures to complete the range of information provided at PERFORMANCE DAYS within the [Program](#) (see after the fair online in the [Presentation Library](#)).

No entry fee and free admission to all events for industry visitors.

Detailed information and advanced registration online at: www.performancedays.com